RJ Reynolds

Tobacco Company

Faith M. Decker
Key Account Manager

1130 Lake Cook Road
Suite 210
Buffalo Grove, IL 60089
847/459-1750
Fax: 847/459-5992

ELECTRONIC MAIL

September 11, 1997

TO: RJR Personnel Calling on Walgreen Districts

SUBJECT: *Walgreen Drug - CID #0203-XX-XX*

Ladies & Gentlemen:

Salem $3.00/.30 Off Accrual Program to Match Kool Brand Family

Beginning November 5th and continuing through December 16th, R.J. Reynolds will be running a $3.00/.30 off on Salem to match a Kool buy-down. Funding for this program will be provided through our Accrual Plan. All payments will be made by me at headquarter level. A POS kit will be shipped to all stores, which will include two (2) Salem starbursts along with number fonts for store personnel to utilize to advertise the reduced price. Additionally, the envelope will contain a bulletin announcing the promotion, the dates and the mandatory POS placement.

Please notify me if stores do not receive this packet or place the materials at retail. The POS packet should be received the week of 10/27/97.

Occasionally scan problems arise. If the store has problems with the scanning of our items, they should be able to handle at store level. If not, have them call Jill Salinas at Walgreen Headquarters (847/914-3089). We will not pay for stores which are not scanning. Please have Retail Reps send a note to you, which includes the store #, then notify me not to pay for scan down if situation can not be rectified.

Stores will be reimbursed for the price reduction via scan information and a credit will appear on each store's purchase ledger. Therefore, this letter is being provided to you as information only. There will be no action required on your part except to ensure that POS has been placed advertising the reduced price. As a reminder, I am paying all accrual monies at headquarters.

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Source: https://www.industrydocuments.ucsf.edu/docs/kyxy0000

Please notify the Retail Reps of this promotion via your calendar or letter, as this letter is not being sent to them.

If you have any questions concerning this letter, please don't hesitate to contact me. Store managers will receive a bulletin outlining this program in the coming weeks.

Thank you very much for your help with this chain. It is very much appreciated.

Sincerely,

Faith

Faith M. Decker
FMD/pjn
cc: RSM's
ROU's
Attachments
salem.doc

51847 2488

Source: https://www.industrydocuments.ucsf.edu/docs/kyxy0000